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FIG. 1

**100**

```
<HTML>
<TITLE>My Traffic Report</TITLE>
<BODY> 111 112 113 114
110<ALtIet id="altlet1" type="subscription" width="300" height="300">
120<view id="view1" name="basic" value="trafficLocationXYZ.txt" /> 125
130<view id="view2" name="intermediate"
value="http://www.MyRushHour.com/XYZ.jpg" />
140<view id="view" name="premium" 135
value="http://www.MyRushHour.com/XYZ.mpeg" /> 145
</ALtIet>
150
160
</BODY>
</HTML>
```

FIG. 2A

200

My Traffic Report

As of 12:30 p.m., traffic is moderately congested on Route 123.

(Ad Number 1)

(Ad Number 2)

Refresh

Close

FIG. 2B

250

My Traffic Report

(Image of traffic on Route 123)

(Ad Number 1)

(Ad Number 2)

Refresh

Close

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## FIG. 3

**300**

```
<HTML>  
<TITLE>My Traffic Report</TITLE>  
<BODY>  
  As of 12:30 p.m., traffic is moderately congested on Route 123. 310  
   320  
   330  
</BODY>  
</HTML>
```

FIG. 4

**400**

```
<HTML>
<TITLE>My Traffic Report</TITLE>
<BODY>
110 <ALtlet id="altlet1" type="subscription" width="300" height="300">
    <view id="view1" name="basic" value="trafficLocationXYZ.txt" />
    <view id="view2" name="intermediate"
        value="http://www.MyRushHour.com/XYZ.jpg" />
    <view id="view" name="premium"
        value="http://www.MyRushHour.com/XYZ.mpeg" />
    </ALtlet>
410 <ALtlet id="altlet2" type="advertisement" width="300" height="150">
420   <view id="view1" name="basic"
        value="http://www.MyRushHour.com/BasicAd.jpg" />
430   <view id="view2" name="intermediate"
        value="http://www.MyRushHour.com/IntermediateAd.jpg" />
440   <view id="view3" name="premium"
        value="http://www.MyRushHour.com/PremiumAd.jpg" />
    </ALtlet>
</BODY>
</HTML>
```

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FIG. 5

